

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
НАЦІОНАЛЬНИЙ УНІВЕРСИТЕТ ХАРЧОВИХ ТЕХНОЛОГІЙ

ЗАТВЕРДЖУЮ

Ректор _____
(Підпис) (Прізвище, ініціали)

«_12_» _____ 05 _____ 2010 р.

ДІЛОВА ІНОЗЕМНА МОВА
(АНГЛІЙСЬКА МОВА)

МЕТОДИЧНІ ВКАЗІВКИ

до практичних занять та самостійної роботи
для магістрів галузей знань
0305 Економіка та підприємництво,
0306 Менеджмент і адміністрування
та напрямів підготовки 8.050101 Комп'ютерні науки та
8.050202 Автоматизація та комп'ютерно-інтегровані технології
денної та заочної форм навчання

Реєстраційний номер
електронних методичних
вказівок у НМУ 41.09 – 12.05.2010

Схвалено
на засіданні кафедри
іноземних мов
Протокол № 11
від 30 березня 2010 р.

Ділова іноземна мова (Англійська мова): Метод. вказівки до практичних занять для магістрів галузей знань 0305 Економіка та підприємництво, 0306 Менеджмент і адміністрування та напрямів підготовки 8.050101 Комп'ютерні науки та 8.050202 Автоматизація та комп'ютерно-інтегровані технології ден. та заоч. форм навч. / Уклад.: Л.Ю. Шапран, Л.І. Куниця, Г.А. Чередніченко – К: НУХТ, 2010. – 187 с.

Рецензент **А.Л. Верба**, ст. викладач

Укладачі: **Л.Ю. Шапран**, доц
 Л.І. Куниця, доц
 Г.А. Чередніченко, кандидат пед. наук

Відповідальний за випуск **Л.Ю. Шапран**, завідувач кафедри, доц.

ВСТУП

Дані методичні вказівки розраховані на студентів, які вивчають англійську мову з метою використання її в професійній діяльності, в практичній роботі за кордоном або в межах країни, для роботи з іноземними клієнтами.

Мета даних методичних вказівок — ознайомити студентів з особливостями писемної та усної бізнес-комунікації (ділове листування, влаштування на роботу, підготовка резюме, супроводжувального листа), викласти і закріпити основну термінологію, необхідну для оформлення основної ділової документації, допомогти їм в розвитку навичок спілкування в реальних ситуаціях бізнес-комунікації, розширити їх словниковий запас.

Тематика, лексичний мінімум, система практичних вправ спрямовані на досягнення головної мети.

У даних методичних вказівках подана термінологія та вирази, ситуативно обумовлені фрази і рекомендації, необхідні для підготовки документів для працевлаштування у закордонну фірму чи міжнародну організацію, складання ділових листів і повідомлень, що відповідають сучасним реаліям бізнес-комунікації, характерним для Великобританії і США.

Методичні вказівки складаються з наступних розділів, які охоплюють основні види писемної та усної бізнес-комунікації англійською мовою:

- Розділ 1 Пошуки роботи
- Розділ 2 Основні ділові документи
- Розділ 3 Бізнес-план
- Розділ 4 Контракт

Кожен з розділів містить теоретичний, лексичний матеріал і практичні завдання, що необхідні для подальшого розвитку опанованих мовних навичок. Система завдань побудована на цільовій лексиці даних розділів і спрямована на ефективне засвоєння викладеного матеріалу.

Методичні вказівки сприятимуть формуванню у студентів загальних та професійно-орієнтованих комунікативних мовленнєвих компетенцій та є додатковим спонукальним мотивом до удосконалення навичок усного та писемного мовлення в професійній сфері.

MODULE 1 Job Search Process

Unit 1 Steps of Job Search Process



Vocabulary

Applying for a Job

job search
want ad
to answer a want ad
firm, company
employment
employment office
vacancy, job opening
to apply for a position
job applicant
job title
post, position
administrative job
high level job
top position
clerical position
managerial job
to resign
to fill a position
(job) application form
to fill out/to complete a job application
occupation
diploma
copy of a higher school diploma
job interview
qualification background

Влаштування на роботу

пошук роботи
оголошення про найм на роботу
подзвонити по оголошенню
компанія
працевлаштування
агентство по працевлаштуванню
вакансія
подати заяву про прийом на роботу
кандидат на посаду
найменування(назва) посади
посада
дміністративна посада
висока посада
провідна посада
канцелярська посада
управлінська посада
відмовитися від посади
вступити на посаду
анкета при вступі на роботу
заповнювати анкету
заняття
диплом
копія диплома вищого учбового закладу
співбесіда з приводу працевлаштування
кваліфікація

to research
seniority, length of service
duties
job duties description
manufacturing experience
professional experience
employer
employee
boss
probationary period
contract
personnel department/office
letter of invitation
letter of introduction
cover letter
to take a test
test scores
working conditions
benefits

займатися дослідницькою діяльністю
стаж роботи
обов'язки
службові обов'язки
виробничий досвід
професійний досвід
працедавець
робітник
начальник
випробувальний термін
договір
відділ кадрів
лист-запрошення
рекомендаційний лист
супровідний лист
пройти тестування
результати тестування
умови роботи
пільги

Earnings

wage

salary

fee
to be paid by the job

to be paid by the hour/salary
 based on hourly rate
paid sick leave
fee for services
pay statement
pay check
paid holidays
paid vacation
raise
bonus
profit
cash award //bonus, premium
profit sharing
overtime pay
gross pay
pay

Заробітки

заробітна плата (*робітника*), яку виплачують
 щоденно або щотижнево
заробітна плата (*службовця*), яку виплачують
 щомісячно
гонорар, плата за послугу (*одноразова оплата*)
отримувати оплату за частину роботи
 (*відрядно*)

погодинна оплата
оплачувана відпустка по хворобі
плата за послуги
платіжна квитанція
платіжний чек
оплачувані святкові дні
оплачувана відпустка
підвищення зарплати
премія
прибуток
грошова премія
участь у прибутках
плата за понадурочну (понаднормову) працю
загальна сума зарплати
платіж; заробітна плата

deduction
minimum wage/salary
regular pay
net salary//take home pay

Work, Job

extracurricular activities
short-term job
part-time job
job in one's special field
overtime job / to work overtime
well-paid job
full-time job
to hire //to employ
work permit
ability to do a job
to job smb. into a post
shift
to go on the night shift
work hours
office hours
long hours
overtime
dole / relief

to be on the dole /relief
to go on the dole

local tax
income tax
social security tax
income tax return

Discharge

layoff
to lay off //to fire
to be laid off // to be fired
to sack
to retire (on pension)
retirement plan
to resign

Communicating at Work

colleague //co-worker
specialist

вирахування
мінімальна зарплата
основна зарплата
чиста зарплата (за вирахуванням податків).

Робота

позааудиторна робота
тимчасова робота
робота з частковою зайнятістю
робота за фахом
понаднормова робота
гарно оплачувана робота
штатна робота
наймати (брати) на роботу
дозвіл на роботу
здатність виконати роботу
влаштувати кого-небудь на роботу
зміна (робоча)
працювати в нічну зміну
робочий час, робочі години
години роботи (в установі, офісі)
подовжений робочий день
понадурочна праця
допомога з безробіття (у Великобританії /США)

отримувати допомогу з безробіття
отримувати щотижневу допомогу (стати безробітним)

місцевий податок
прибутковий податок
податок у фонд соціального забезпечення
податкова декларація.

Звільнення з роботи

скорочення
звільняти
бути звільненим
звільняти
вийти на пенсію (піти у відставку)
порядок виходу на пенсію
відмовлятися від посади, піти у відставку

Спілкування на роботі

співробітник, колега
фахівець

membership	членство
standing	репутація
status	статус
promotion	підвищення по службі
compensatory time	відгул
work experience	досвід роботи
skill	кваліфікація, майстерність
performance review	оцінка результатів праці, атестація
break for lunch/dinner	перерва на обід
sick leave	відпустка по хворобі
to share an idea	поділитися ідеєю
employees' lounge	кімната відпочинку робітників
tiring day	стомливий, виснажливий день
to be an idler	бути неробою, ледарем
to be out of practice	не мати практики
to work by fits and starts	працювати уривками
to have a big staff	мати великий штат
to be a job jumper	бути "літуном" (часто міняти роботу)
to be not equal to the task	не справлятися з роботою
to shirk work	ухилятися від роботи
to have pressing business	мати невідкладну справу
to face a busy day	мати багато подій
to be up to the elbows (ears, collar) in work	бути поглиненим роботою

1. The recruitment process

Put the following stages of the recruitment process in the logical order.

The recruitment process

1. The company **offered** the job.
2. The company **interviewed**.
3. But he/she **left** the company after two years.
4. The company invited people for **interview**.
5. He/She **joined** the company.
6. The company **advertised**.
7. He/She **was promoted to** head of department.
8. The applicant **completed** the form.
9. The person **accepted** the job.
10. The company drew a **shortlist** of good interviewees and rejected unsuitable applicants.
11. There was a second interview.
12. The company sent an **application form**.
13. A person **applied for** a job.

Discuss each step with your group.

Learn the highlighted words by heart.

2 Job Search Process

A. Answer the following questions.

1. What is the job search process?
2. How much time will the job search take?
3. What do you need to know before you start?
4. What are the steps of the job search process?
5. What are transferrable skill?
6. What job search techniques work?
7. Should you keep a record of your search?

B Now read the following information and check your answers.

What is the Job Search Process?

Your job search process begins the moment you start thinking about your future job and continues until you have accepted a job offer. Over your lifespan you are likely to find yourself going through the process several times (on the average, you can expect to have between three and five career changes during your lifetime).

How Much Time Will the Job Search Take?

In general, job finding success is directly proportional to the amount of time you are willing to spend in your search and the number of strategies you use to identify potential openings. Sources suggest that you:

1. Be prepared for a long job hunt – 8-23 weeks.
2. Spend at least 20 hours per week on your job hunt.
3. Have an alternative plan.

Your persistence will eventually pay off. Make sure you have a support system of family or friends to help you when you are feeling discouraged.

What Do You Need to Know Before You Start?

There is no magic way to find a job. It is hard work, takes time and at times may be boring and frustrating. It will take all your skills in planning and follow through but when done faithfully also pays the ultimate reward: A satisfying job for you! Some rejection will be a normal part of job-hunting and a new experience for you. Rather than letting rejections discourage you, let each one teach you a new way to improve your skills for your next opportunity.

What Are the Steps of the Job Search Process?

A list of job search steps follows. The order may vary depending on your specific needs and goals.

Step 1. Self Assessment

The job search process begins with an identification of your values, interests, skills, accomplishments, experience, and goals. How can you seek a position if you don't know what you want from a job and what you have to offer prospective employers? Self-assessment, though a time-consuming process, provides invaluable information

to facilitate career decisions and to prepare you to market your background effectively.

1) Values

An awareness of what you value (qualities that are important and desirable) in a career will aid you in exploring career goals and attaining greater satisfaction in your work.

Review the following list of values and check those most important to you. Then rank your top five values in order of priority.

- Job security
- Working as part of a team
- Working independently with little supervision
- Making a contribution
- Professional status
- Mental challenge
- Pleasant surroundings
- Challenging, stimulating co-workers
- Different tasks to accomplish daily
- Financial rewards
- Creating something
- Ability to advance

2) Interests

Interests (areas that arouse your attention or enthusiasm) are closely related to values and frequently trigger skill development. You can identify interests by looking at enduring themes in your life-activities that persist over time, consistent choices, recurring dreams, or the way you spend your time.

3) Skills

A skill refers to something you do well, including handling problems or tasks. The key to your successful job search is recognizing these skills and communicating their usefulness verbally and in writing to a prospective employer. Use accomplishment statements to do so. They should:

- Describe your skills in concise, unambiguous terms.
- Refer to actual experiences to demonstrate your skill level.
- Connect your skills concisely to the needs of a prospective employer.

Some of the most marketable skills are those which are useful in a wide variety of work environments. These are known as **transferable skills**. For example, the ability to write effectively, communicate verbally, and use word processing or database software are valued skills in the private as well as public sectors.

Types of transferable skills These can include technical skills such as driving, languages or IT, or they can be limited to softer interpersonal skills. The following list is not exhaustive, but it gives guidance about the type of skills employers are seeking that you might have:

a) IT literacy– there are fewer and fewer jobs that can be done without some IT skills. Make a list of all the packages and software programs you have used. Consider desktop publishing, Internet research skills, CAD, statistical analysis programs, field-related databases, systems operations, programming, and technical support skills. You might be surprised by how much you know.

What computer skills to put on a resume? To start with, one must be very well-trained in MS Office. Other computer skills to put on a resume vary with your qualifications and the job profile. For a database management job, you need to have relevant experience or knowledge of softwares like MS Access, etc. For a design job, you need to be acquainted with Adobe Photoshop. Hence the computer skills to put on a resume vary with the nature of job that you are applying to.

Below is a list of computer hardware and software to help you think of your own computer-related skills. If your computer knowledge is extensive, you might list it in sections as illustrated:

COMPUTER SKILLS

Operating Systems:

Windows XP, Windows NT, Windows ME, Windows 2000, Mac OSX, Mac OS 8.6, Mac OS9, Solaris, UNIX, AIX, Linux, Sun OS, OS/2, FreeBSD, DOS, Novell 2.15, Novell 3.5, Novell 4.0, Novell 4.1, Novell 5.0, Novell 5.5, Exchange 5.5

Software / Applications:

Microsoft Office XP, Microsoft Office 2000, Microsoft Office 1997, MS Word, MS Access, MS Excel, MS FrontPage, MS Project, MS Visio, MS SiteServer, Internet Explorer, Outlook, Outlook Express, PowerPoint, Adobe Photoshop, Adobe Illustrator, Corel Draw Pro, Corel Coffee Cup, Quark Xpress, Homesite, ColdFusion, Studio, DreamWeaver, Inspiration, Claris, FileMaker Pro, SQL Server, MySQL, SQL 6.5 & 7.0, EZ-SQL, Enterprise Manager, IIS, LinkBot, Astra Site Manager, NetObjects Fusion, BroadVision, Vignette, Pandesic, WebSphere, Eshare, LivePerson, Borland Sidekick (PIM), Coldfusion Server, Interwoven, Open Market, Crystal Reports, Enterprise Manager, Query Analyzer, MAS 90, MAS 200, Baan, Business Works, Symbiator, Peachtree, Lotus 1-2-3, Bluebird, Pro-System Fx, Creative Solutions, Lacerte, Scheduler, Publisher, Turbo Tax, Quicken, QuickBooks, QuickBooksPro, World Ship, Suretrak Project Planner, AutoCAD, Oracle

Languages and Scripts:

C, C++, Visual Basic, Visual C++, PL/SQL, Java, JavaScript, HTML, DHTML, HTTP/1, HTTP/1.1, Pop Server, TCP/IP, SQL, Oracle PL/SQL, PERL, J2EE, ODBC/JDBC, Python, PHP, mySQL, PostScript, EJB, XML, KSH, ANT, AWK, SED, Cascading Style Sheets (CSS), Coldfusion, Active Server Pages (ASP)

Hardware:

Macintosh, Sun Servers, Compaq, Intel Servers, IBM PC-XT, AT, PS-2, PC clones, Dell, Gateway, 3Com Superstack 3 Switch 2200 with Gigabit Module, 3Com Superstack 3 Remote Access System 1500 Base Unit, Addtron Hubs, Intel Network Adapters, Intel Express 9100 Router, Adtran DSU / CSU (TI ESF CSU ACE), TCP/IP, IPX, Routers, Switches / Hubs, Raid / Mirror, TI / DSL / ISDN / Frame Relay, HP Printers (4000, 4050, 4500, 5si, 8000, P1000, 750c plotter, 1120 and 1000, IBM PC-XT, AT, PS-2; PC clones: Acer, Dell, Gateway, HP9000, IBM 36/38/AAS400

If you want to state the level of your proficiency in computer knowledge, you may write: *Advanced user of Microsoft Word, Excel, PowerPoint, Internet, Outlook* OR *Extensive knowledge of Microsoft PowerPoint, FrontPage, Google Docs* OR *working knowledge of Corel Draw Pro*.

b) Organization, Management & Leadership – being able to motivate and coach others is crucial for anyone with management ambitions. But employers also look for these skills in the wider workforce. Over a period of time, the same employees can be promoted into managerial positions rather than having to go through an expensive recruiting drive all over again. Hence one of the most relevant skills to put on a resume is leadership skills. You should also include some instances where you have displayed your leadership skills to back up your claim.

- Set goals and determine courses of action
- Co-ordinate tasks
- Prioritise tasks
- Handle details
- Manage groups
- Delegate responsibility and review performance
- Teach others
- Coach others
- Counsel
- Promote change
- Influence others
- Manage conflict
- Supervise others
- Motivate/inspire others to achieve common goals
- Initiate new ideas
- Create innovative solutions to complex problems
- Run meetings
- Take risks

c) Research skills– the ability to gather accurate information and compare and contrast your sources is invaluable in most jobs. You should be able to demonstrate this if you have recently completed a period of study.

- Identify appropriate information sources
- Gather information
- Extract important information
- Utilize electronic search methods
- Compile numerical and statistical data
- Classify and sort information into categories
- Identify resources
- Set goals
- Define needs
- Prioritise
- Analyse
- Create ideas
- Express ideas
- Identify problems
- Solve problems
- Develop evaluation strategies

d) Foreign languages– the expansion of the European Union and the globalisation of trade are putting a premium on language skills. But your prospective employer might want Polish or Chinese, not French and German. Never list your language level higher than you actually are. You never know who will be interviewing you – they just might start speaking to you in that language and if you can't respond you've lost the job. include basic or working knowledge, reading/speaking/writing only (as

apply), "proficient in," "fluent in," bilingual, and native speaker. For example, *fluent in Russian; working knowledge of English OR native Ukrainian; (adequate/competent/proficient) in (written / spoken) English and French OR Ukrainian – native, Russian - Proficient, English – basic.*

e) Presentation skills– these could relate to verbal or written presentations, or both. You might have formal experience pitching to clients or, perhaps, you regularly present your ideas on a work issue to colleagues.

- Listen attentively
- Speak effectively
- Write concisely
- Express ideas
- Facilitate group discussion
- Negotiate
- Provide effective feedback
- Persuade others
- Report information
- Describe feelings
- Interview
- Edit

f) Organisational skills – these concern self-discipline and the ability to meet deadlines. Think of the times you have had to balance several activities at once. It could have been at work, home or a mix of the two.

- Be highly organised
- Can work confidently under pressure
- Be able to work unsupervised
- Manage time
- Meet goals
- Diligent with detail
- Accept responsibility
- Set and meet deadlines
- Be capable of recognising and meeting new challenges
- Be punctual
- Be accurate
- Be flexible
- Be a fast learner

g) Ability to Self-Manage and be Self-Motivated – A self-motivated employee or an employee having internal volition, reduces the work of the management to motivate him. A self-motivated employee also creates a positive attitude in people around him, and hence helps motivate others too.

- Be able to work unsupervised
- Be able to strive and achieve goals
- Use initiative
- Make decisions
- Implement decisions

h) Problem-solving – employers want people who can think issues through logically, determine what the issues are and come up with possible solutions. All employers like people who are logically sound, and can take care of their own problems. An analytically inclined employee reduces the work of others and hence improves the overall organizational efficiency.

- Identify problems
- Solve problems

i) Team Orientation – these days people are realizing the importance of teams in a workplace. Working in teams makes it simpler to organize the company and helps improve the efficiency of those working together, due to the synergy effect.

- Be able and willing to work with a professional team
- Be team player
- Co-operate with others

j) Work Ethic – A prerequisite for a good employee is to have a professional work ethic. This is a very basic requirement, but mentioning this gives the employers some confidence regarding the professionalism of the employee.

- Be reliable
- Be responsible
- Be honest
- Be tolerant
- Be tactful

k) Driving– don't assume that everyone drives, or underestimate how useful this can be to an employer.

The competencies or transferable skills that are particularly popular with graduate recruiters include:

- **communication** – ability to communicate orally, in writing, or via electronic means, in a manner appropriate to the audience;
- **teamwork** – being a constructive team member, contributing practically to the success of the team;
- **leadership** – being able to motivate and encourage others, whilst taking the lead;
- **initiative** – ability to see opportunities and to set and achieve goals;
- **problem solving** – thinking things through in a logical way in order to determine key issues, often also including creative thinking;
- **flexibility/adaptability** – ability to handle change and adapt to new situations;
- **self-awareness** – knowing your strengths and skills and having the confidence to put these across;
- **commitment/motivation** – having energy and enthusiasm in pursuing projects;
- **interpersonal skills** – ability to relate well to others and to establish good working relationships;
- **numeracy** – competence and understanding of numerical data, statistics and graphs.

Additionally, private sector employers like to see that applicants have some commercial awareness – an insight into how firms operate, what is happening in the business world and the impact this could have on their organisation.

Task 1. Identifying your transferable skills.

Draw the given table in your notebooks and fill it in as in the examples given below.

My transferrable skills and how I can use them

Example of a transferrable skill	How I use this skill	What I can do for the employer
"I can work confidently under pressure."	"I always hand my assignments in on time, even though I have a part-time job."	"If I can work under pressure and still make deadlines, I will be able to take on new challenges with confidence."
"I like to achieve my goals."	"I have been a member of my university's basketball team for two years. We won the National Student's Championship both years."	"I always set and achieve goals, so I am sure I will rise to the challenge of settling into my new role quickly and successfully meet any demands of me."
"I am able to motivate others."	"I had overall responsibility for this year's Faculty Day, making sure that everything went smoothly."	"If I can pull off the Faculty Day, I know I can contribute to your team."

Step 2 Employment Objective

Having a clear idea of who you are, what you can do, what you want to do, and in what environment you want to do it, will enable you to better develop a concrete career objective – one that accurately reflects what you are seeking. A typical self-serving objective can be formulated as follows: *Career objective*: To obtain a meaningful and challenging position that enables me to learn the accounting field and allows for advancement. If you answer a job advertisement, then in your Résumé you should write the name of the position you're applying for.

Step 3. Résumé (CV) and Cover Letter

These are the two most basic marketing tools for your job search. Developing an effective Résumé (CV) and a good targeted Cover Letter is essential.

Step 4. Research and Explore Career Options

The next step in the job search process is to explore the "matches" between your identified skills, interests, and values and the demands of career fields and organizations.

Step 5. Choose a Career Field, then Target Employers

After thoroughly researching possible careers/jobs, several field options will emerge as most realistic and attractive. These options should become your career or job search goals. It is probable that no single career will have the potential to utilize all

your skills, allow you to develop all your interests, and incorporate a value system completely compatible with yours. Therefore, try to target a career field that will satisfy some of your high-priority needs. Other needs of less importance can perhaps be satisfied in your leisure time activities.

Step 6. Plan and Conduct Job Search Campaign

1) Pursue Advertised Vacancies

The most commonly used job search technique is to respond to advertised vacancies, both in print and electronically.

Sources of vacancies include:

- Newsletters from trade or professional associations.
- Newspaper classified ads (most major cities are on-line).
- Employment services and agencies run by government and for-profit businesses.

To increase the odds of your success in responding to advertised vacancies, by telephone or letter, keep these tips in mind:

- Do not waste time responding to long shots.
- Use your Cover Letter to answer every requirement in the advertisement.
- Personalize your response as much as possible. Direct your materials to specific individuals, not "To Whom It May Concern," or "Dear Sir/Madam," unless the advertisements are blind newspaper ads (name of organization withheld). A quick phone call can provide appropriate names. In a blind ad, address your letter to a specific position title, (e.g., Dear "Marketing Manager").
- Try to contact or write to the manager who will make the final hiring decision as well as the personnel representative named in the advertisements.

2) Develop a Contact Network

Experience has shown that informal networking is a very rich source of job leads and information about unpublished job opportunities. Successful networking requires that you have as many contacts as possible hear your story, so they realize you are in the job market.

Your network can consist of

- family members
- relatives
- friends
- fellow-students
- professors/teachers
- former employers
- members of professional associations
- Human Resource directors, public relations officials or public information specialists

Once you have targeted a career or specific position, you should acquaint yourself with professionals in that field or organization. These professionals offer you an insider's view and can constitute your contact network, which can open doors that might otherwise remain closed.

3) **Contact Employers Directly**

- Send a letter of application and your Résumé to the Human Resources department or specific managers. This direct contact method is most successful for candidates in high-demand fields (e.g., engineering and computer science). The success of this method is greatly increased when letters are followed up by phone calls, which may result in an invitation to visit the employer.
- Contact managers in organizations by phone or letter to request an appointment to discuss the information you have obtained by reading annual reports, trade literature, etc. For example: "I understand XYZ is planning to expand its foreign market. I am completing an international business degree and am very interested in this expansion. It seems a very progressive move. May I have 20 minutes of your time to discuss it?" Indicate your desire to meet with them even if they have no positions currently available in their department.
- During your appointments with department managers, emphasize your knowledge and interest in their organizations.
- Always follow up all interviews with thank-you letters, phone calls, and, when appropriate, Résumés that have been revised based on information and suggestions provided by managers.
- Even if managers have no positions available, once they have had a personal interaction with you, they may think of you the next time they have, or hear of, an appropriate opening. It is critical to stay in touch with these managers, at least on a bi-monthly basis.
- Many job seekers have used informational interviewing to create new positions by identifying organizational needs (through the interview, research, etc.) and proposing these needs be filled with their own skills.

Tips for contacting employers

A. By Phone

When calling to schedule an appointment, three points should be covered:

1. Offer a personal introduction.
2. Identify your purpose for seeking an appointment.
3. Arrange a mutually convenient time.

REMEMBER

- Write an outline or script of what you are going to say on the phone. This will decrease your anxiety and ensure that you will obtain all the necessary information. Additionally, you will be perceived as organized and professional.
- If you are having problems getting "past the secretary," call before 9:00 a.m. or after 6:00 p.m. Chances are, the individual you are trying to reach may be answering his/her own telephone.
- If you are calling as the result of a referral, state that person's name early in the conversation.
- Indicate you need only 20 to 30 minutes of the person's time. (Make sure you adhere to this timetable.)
- Express the need for a personal interview as opposed to a telephone conversation.

B. By Letter

As with phoning for an interview, a letter requesting an appointment should include:

1. Personal introduction.
2. Purpose for seeking appointment.

REMEMBER

- Type all letters in business format and double check for good grammar and spelling.
- Always indicate in the concluding paragraph that you will be calling on a specific date (usually one week after you mail the letter) to arrange for a convenient appointment time. (Make sure you adhere to this timetable.)
- Maintain an organized file of all letters.

Step 7. Interview

Getting the interview is the goal of your tools – the Résumé and Cover Letter, and the outcome of a successful plan of action. It is easy, however, to be so intent on getting interviews that you neglect to prepare for them. Have you researched the organization? Are you prepared to communicate what you can contribute? Have you studied the kinds of questions often asked?

Step 8. Job Offer

"You've got the job!" are the four words job hunters most want to hear. But what then? Are you prepared to evaluate the offer to see if it matches your interests and more importantly your prioritized work values? Could you turn down a job offer you felt was wrong for you? How will you make your decision? Have you determined what your basic monthly expenses are so you can see if the offered salary will cover them and allow you to begin at least a modest savings plan?



Factors to Consider in Evaluating a Job Offer

Many career professionals suggest that after the interview you review what you learned about the position and the company.

The Position

- Why is it available?
- How long has it been open?
- What happened to the previous employee?
- What would your specific responsibilities be?
- Are the goals set for the position realistic and attainable?
- Can you successfully perform the responsibilities of the position?
- What is your growth potential in this position?

- Can this position provide bridges to future opportunities?

The Company

- Is the company growing or downsizing?
- Is the company a result of an acquisition or a planned expansion?
- Has this growth affected its profitability? How will it affect you and your position?
- What is the growth potential of the company's products and/or markets?
- What is the company's market share?
- Who are its competitors?
- What is the tenure of its management?
- Does the management team consist of new hires or people promoted from within?
- Does the company have a high retention rate of employees, or do they have a problem with attrition?

Your Potential Supervisor

- How long has he/she been in this position?
- To whom does he/she report?
- What is his/her growth potential?
- Do you think you can work well with this person?

The Career Centre suggests you also evaluate the following:

- How does the position fit into your long- and short-term career goals?
- Do the daily work activities appeal to you?
- Are your salary and benefit requirements satisfied?
- Is there opportunity for advancement?
- Will you be developing new skills and expanding your experience?
- Are the demands of the job compatible with your lifestyle?
- Can you manage the stress associated with changing jobs/relocating?
- Are the values of the organization compatible with your own?
- Is this employment opportunity a mutually beneficial relationship?

What Job Search Techniques Work?

Your plan of action will include a variety of job search techniques. You should find those you believe will best help you get the job you want.

- 1) **Networking** – Let people know you are looking! Talk to family, faculty, and friends. Remember - *everyone* is a potential contact.
- 2) **Cold Calls** – This is the old ‘knocking on doors’ technique where you call companies or go in person to personnel offices to inquire about possible openings. Using this technique, however, requires careful preparation as you will leave an impression with every person you meet in the process. You need to be prepared to interview on the spot.
- 3) **Field Specific Listings** – These are job announcements found in professional journals and newsletters. They are more career specific than those found in daily newspapers. An increasing number of field specific listings can be found in the Internet.

- 4) **Mass Mailing** – Sending out a large number of Cover Letters and Résumés is a common but passive strategy. It is important that you know the odds – for every 80 letters you mail out you can expect 2 – 4 positive replies. You need to consider how much time and money you want to spend for this kind of return.
- 5) **Want Ads** – This is probably still the most widely used job search technique. Like mass mailing, want ads don't always yield a high positive return although some fields use them more regularly than others. A better use of newspapers is often for the information you can gain about an area through its news. Subscribing to a paper in a city or state where you hope to work in can be a useful strategy if you plan to relocate.
- 6) **Career Fairs** – Come and meet employers to network and position yourself for a later application.
- 7) **Experiential Learning** – These include opportunities such as internships, volunteer work and even student employment in your field of interest. More and more employers are looking for people who already have experience or related experience in their field and some have begun to hire only from their intern pool.
- 8) **Luck and Chance** – Don't underestimate the power of fortuitous circumstances! Lucky people, however, are frequently those who know how to maximize their good fortune by actively researching their field of interest to learn ways they might position themselves to be in the right place at the right time.

Should You Keep A Record of Your Search?

Absolutely! Develop a file system, keep a notebook! Keep track of the names, addresses, and phone numbers of your prospects. Record the dates of every contact you make. This will help you stay organized and create a history your search that may later prove helpful.

SUMMARY

Your ultimate goal is your new job. Following are the basic steps in the job search process:

- Establish your career objective
 - Self-assessment
 - Personality
 - Aptitude / Interests
 - Values
 - Identify personal skills and abilities
 - Career exploration
 - Researching career types
 - Researching industries
 - Researching geographic locations
 - Understanding the career requirements
 - Career preparation
 - Academic – major, classes, projects

- Extracurricular – activities, clubs, leadership, sports
 - Experience – work, internships, volunteering
- Prepare job search tools
 - Résumé
 - Cover Letter
 - References, letters of recommendation
- Find hiring companies
 - Building and activating a career network
 - Utilizing employer research materials
 - Job fairs /Want ads, etc
- Secure the interview
 - Make contact
 - Request and confirm interview
- Interview
 - Prepare for the interview
 - Phone interviewing / Company-site interviewing
- Offer
 - Post-interview follow-up (thank-you letters, phone calls, etc)
 - Job offer negotiation
 - Accept and begin new job!

Contents

Module 1	Job Search Process	4
Unit 1	Steps of Job Search Process	4
	Language Development	21
Unit 2	Job Interview	30
	Language Development	35
Module 2	Main Business Documents	44
Unit 1	Résumé /CV	44
	Résumé	44
	Curriculum Vitae	54
	Language Development	60
Unit 2	Application form	64
Unit 3	Business Letter – General Overview	69
	Language Development	74
Unit 4	Cover(ing) Letters/Application Letters	80
	Language Development	83
Unit 5	Reference Letters/Letters of Recommendation	87
Unit 6	Enquiry Letter/Request Letter and Answer Letter	89
	Letters of Enquiry/Request	89
	Language Development	91
	Answer Letter (Responding to Inquiries and Requests for Information)	93
	Language development	95
Unit 7	Letter of Complaint/Complaint(s) Letter and Apology Letter	99
	Letter of Complaint/Complaint(s) Letter	99
	Language development	104
	Apology Letter	109
Unit 8	Fax	112
	Language development	115
Unit 9.	E-mail	118
	Language development	120
Unit 10.	Memo	122
	Language development	125
Module 3	Business Plan	127
Module 4	Contract	132
Unit 1	Contract and its Features	132
Unit 2	Contract Samples	148

Навчальне видання

ДІЛОВА ІНОЗЕМНА МОВА

(АНГЛІЙСЬКА МОВА)

МЕТОДИЧНІ ВКАЗІВКИ

до практичних занять та самостійної роботи

для магістрів галузей знань

0305 Економіка та підприємництво,

0306 Менеджмент і адміністрування та напрямів підготовки

8.050101 Комп'ютерні науки та 8.050202 Автоматизація та

комп'ютерно-інтегровані технології

денної та заочної форм навчання

Укладачі: Шапран Людмила Юліївна
Куниця Людмила Іванівна
Чередніченко Галина Анатоліївна